

GUJARAT TECHNOLOGICAL UNIVERSITY**B.E. Sem-III Remedial Examination May 2011****Subject code: 133201****Subject Name: Introduction to Communication Theory****Date: 28-05-2011****Time: 10.30 am – 01.00 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) What is SMCR model of Communication? **07**
(b) Explain the term Globalization with reference to recent advancement in Information Technology. **07**

- Q.2** (a) What are the physical barriers to communication? **07**
(b) Discuss the interrelationship between Mass Media-Culture and Mass Culture. **07**

OR

- (b) What are the social and cultural implications of recent developments in New Information Technologies? **07**

- Q.3** (a) Comment on 'Information Revolution'. **07**
(b) List down and explain mechanical barriers to communication. **07**

OR

- Q.3** (a) Explain-'Modernization' models of Development Communication. **07**
(b) Clarify the concepts of Intrapersonal and Group communication. **07**

- Q.4** (a) Highlight the differences between structured and unstructured interviews. **07**
(b) Discuss 'Information Technologies': Development in India. **07**

OR

- Q.4** (a) Which are the 'Alternative' Approaches to Development? **07**
(b) Why Osgood and Schramm's model is applicable to human communication? Explain by discussing this model. **07**

- Q.5** (a) Write a detailed note on Information Technology. **07**
(b) Give your views on 'National Task Force on Information Technology'. **07**

OR

- Q.5** (a) Discuss the essentials of a questionnaire. **07**
(b) Comment on transition 'From stand alone technologies to 'convergence''. **07**
